

Community Engagement Unit





Recruitment Updates



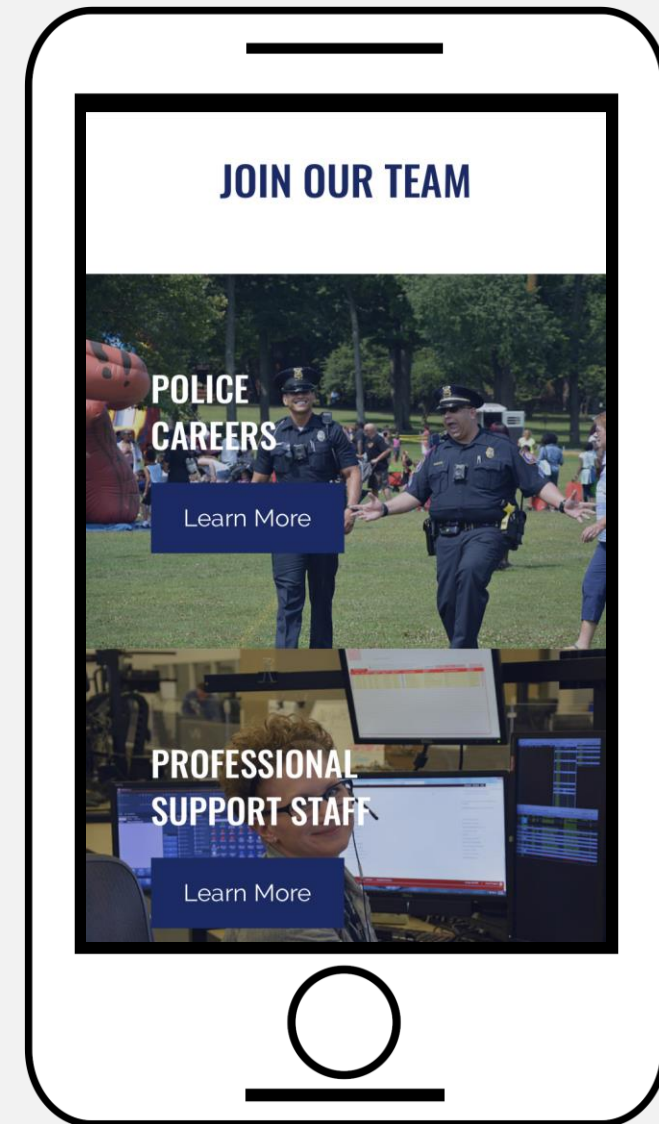
- Intentional, proactive approach to recruiting qualified candidates
- Integrated “traditional” approach to recruitment with new strategies to maximize reach and enhance diversity within the organization
- Using industry best practices for recruitment
- Actively requesting and using feedback from our employees to attract diverse candidates
- Increasing our social media campaigns to reach more candidates



Creation of Recruiting Website: JOINGRPD.COM



- Launched on October 1, 2020
- Visually appealing, connects with younger generations, mobile-friendly format, YTD 12,000 visitors to site, 9200 visitors from Michigan, over 500 individual contacts made with CEU
- Easy to navigate and provides access to information on all GRPD employment and community programs
- Input from various groups and diverse voices in the creation of content
- Streamline recruiting processes
- Assist candidates in preparation
- Responsive communication with prospective candidates
- Broaden our recruiting efforts





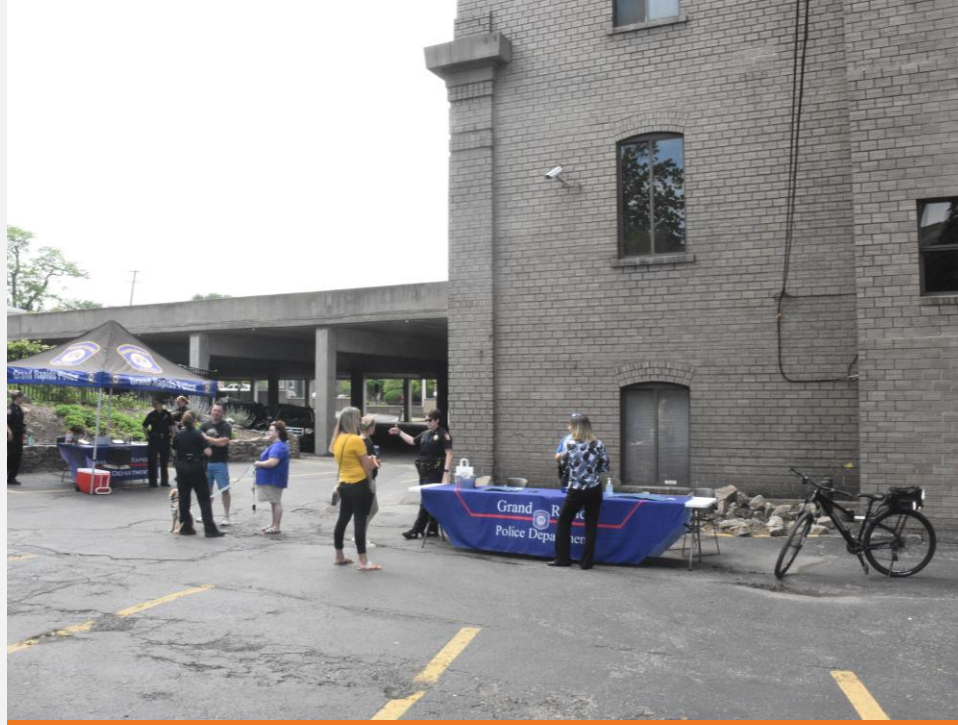
Individualized Approach to Recruiting



- Active engagement with potential candidates from website, career fairs, academies, etc.
- Provide ride-alongs to interested candidates
- Recruiters stay in touch with candidates through the entirety of the process
- Increase our recruiters (60 currently) to diversify experience, departmental roles, gender, and race
- Invite those interested to GRPD for one-on-one meetings



Open Houses & Free Physical Agility Testing



WOMEN'S SUMMIT EVERY OTHER YEAR



OPPORTUNITIES TO PRACTICE FOR FREE



Employee Diversity Roundtable Discussions



- Started in 2020
- Sought ideas for increasing recruitment of minority officers
- Implemented ideas from these discussions into actionable steps
- Meetings occur twice a year
- Acquired some new recruiters from roundtable participants



Youth Talent Pipeline



Authorized for 32 intern position
We hire 20-30% of our interns
30% interns participated in Explorers or YPA



Youth Police Academy
JROTC
Pathways to Policing



Streamlining the Hiring Process with HR



- One year of eligibility for Civil Service Exam for certified candidates
- Increase opportunities to take the Civil Service Exam
- Personal History Statement (formerly the background questionnaire) is now electronic
- Moved the Chief's Interview to the beginning of the process to extend conditional offers of employment sooner
- Researching background investigation software programs to benefit both candidates and investigators



Increase in Social Media and Paid Outreach



- Creation of Day in the Life videos to show different departmental roles and specialized units
- Badge series, highlighting various officers and their motivations for choosing a career in policing
- Show recruitment videos during Movies in the Park
- Updated recruitment videos on social media
- Active on multiple social media channels to expand reach
- Targeted recruiting campaigns in cities across Michigan and out of state
- Updated our fliers in print and on JOINGRPD.com
- Marketing campaign consultant resources would be beneficial



Academy Enrollment and Recruitment Numbers



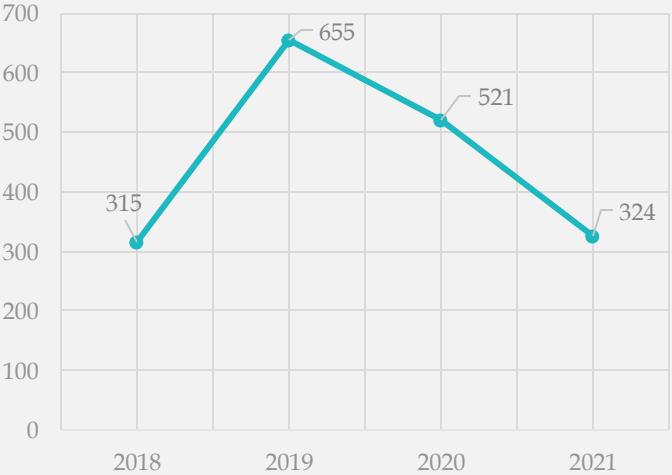
- Decreasing interest in policing as a profession is a nationwide issue
- Michigan enrollment in police academies is declining
- During our recruitment for January 2022, there were 10 academies to recruit from. 265 recruits were enrolled and 72 recruits not committed to agencies. 8 recruits expressed interest in working at GRPD.
- Most recruits choose to stay local
- Historically in Michigan, diverse recruits make up 15-20% of overall participants in academies



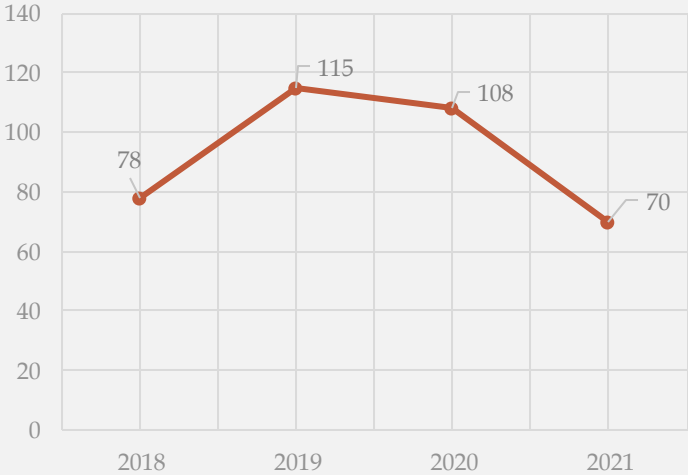
Recruiting 2018-Present



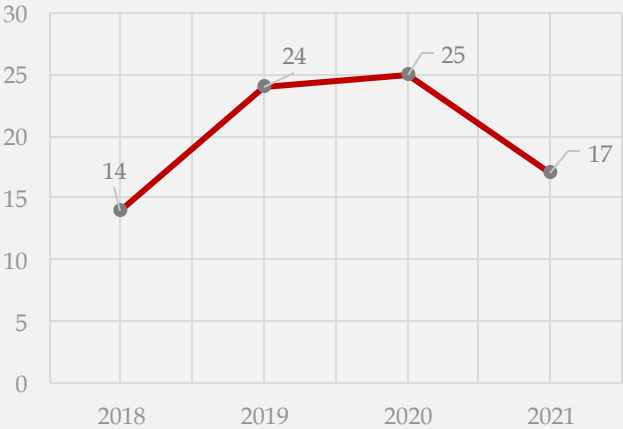
Civil Service Exam Taken



Sworn BG Completed by GRPD



Canidates Hired by GRPD





Hiring Incentives to Attract Candidates



- What we currently do
 - We cover recognition of prior training and experience costs
 - Increased our lateral transfer pay rate
- What we propose
 - Take-home cruisers
 - Sign on bonuses offered
 - Compensation for bilingual skills
 - Compensation for military experience



Questions?

